

Minutes of the 2014 Winter Policy Council Meeting (face-to-face session)

Thursday, March 6, 2014; 11:00 AM

Hyatt Regency
Cambridge, Massachusetts USA

Chair: Edward Anderson, President 2014

Attending in person: David Andersen, Edward Anderson, Ken Cooper, Bob Eberlein, Warren Farr, Frederick Kautz, Len Malczynski, John Morecroft, Brad Morrison, Rebecca Niles, Roberta Spencer, Jürgen Strohhecker, Lees Stuntz, Tim Taylor, Jim Thompson, David Wheat, and Kris Wile. Others participated remotely by telephone and GoToMeeting.

Attending remotely: Elise Axelrad, Inge Bleijenbergh, Jim Duggan, Peter Hovmand, George Richardson, Étienne Rouwette, Martin Schaffernicht, Kim Warren, and Nici Zimmermann.

I) Opening and Welcome

Ed Anderson called the meeting to order, welcomed the attendees, and reviewed the Winter Meeting process.

Ed extended a welcome to new/continuing officers and members of the Policy Council: President Elect Jürgen Strohhecker (2014); Vice President Chapter Activities: Martin Schaffernicht (2014-2016); Vice President Finance: David Andersen (2014-2016); Vice President Marketing & Communications: Peter Hovmand (2014-2015); Vice President Professional Practice: Ken Cooper (2014-2016); Past President: Kim Warren (2014); and Policy Council Members (2014-2016) Jim Duggan, Elke Husemann, David Wheat, Warren Farr.

Ed expressed the thanks of the Society to outgoing officers and members for their service: Past President David Ford and Policy Council Members (2011-2013): Allyson Beall and Markus Schwaninger.

Ed reported on the electronic votes after 2013 Summer PC Meeting to date. Full details of these motions are available on the PC Menu.

Motion 115: Temporary Appointment of PC Officer due to vacancy Ken Cooper Vice President: Professional Practice.

Motion 116: Subject: Temporary Appointment of PC Officer due to vacancy [2] Peter Hovmand: Vice President: Marketing and Communications

Motion 118: New appointments to Standing Committees

Motion 119: Recognition of the South Africa Chapter

Motion 120: Motion to approve Slate of Candidates

Ed also reported that Jay Forrester would not be attending, and he said to “give my best wishes to the group.”

II) Summary and Review of Vice Presidential Reports and Committee Reports – (Ed Anderson):

Reports are available on-line. These minutes contain only items discussed at the face-to-face meeting.

Ed prepared a summary of his view of important points in the reports that were submitted. (See Table.) Items shown in blue are Ed's personal opinions. To prepare the summary, Ed drew on the VP reports as well as on the Home Office report.

System Dynamics Society State of the Union 2014

Black text is from VP, Committee, and Exec. Director reports. Blue text is added by President

	2013	2014 Aims	...issues/obstacles
Finance	Net Income ~\$167k Ordinary Inc ↓\$25k YOY Invest. Inc. ↑\$64k YOY	↑Product (book) sales ↑Membership up Clarify operating income vs. asset performance better Annual Conf. revenue/expense sharing policy	Grow AP w/o growing home office Long term home ofc planning
Conferences	Riga, Latvia & London have submitted proposals for 2018 ID'd potential 2015 mtg. chairs Circulated conf. pub. Proposal AP Conference success	Newcomer orientation & "Want to host a conference" workshops to become permanent Figure out conf. publication issue	Effect of conf. pub. Policy on conf. attendance New venues
Membership	↑1159 Members (slight trend upward), about 80% new, 60% of others re-up. Corporate membership proposal Case repository started	Confidential persons policy (diversity report) More practitioner-based events More cases! ↑student population	More case submissions Gender balance stable, but women ~20% of Society
Publications	Impact factor is up. Backlog eliminated, and cycle time shortened	Need practitioner pubs outlet	Shrink size of SDR to reflect ongoing rate of submissions back to pre-backlog status
Chapters	S. Africa chapter formed Web presence improving AP Conference	Italy SD Strategy/Policy Workshop Support Brazil & China ASEAN Chapter	Chapter/SIG relations Africa chapter
E-Presence	Web portal improved AP conf. added	Add shopping cart to site Add'l Xmile representative Add chapter/SIG functionality	Blocking problems from Yahoo ISP glitches Facebook/Twitter/Linkedin
Prof. Practice	Focus group at Summer Conference to elicit wants	Develop practitioner strategy Integrate other group such as Business SIGs efforts	Starting from scratch
Marketing	n/a	Improving perception of SDS Survey how people are attracted to SD Regional/global communications ID existing comm. channels & cross content to blogs, tweets, etc.	Need to ID where we are at before beginning professional campaign
People	Established	User's manuals be completed	Nominations cmte take over standing cmte nominations

	-VP Mrktg & Comm. -VP Prof. Practice	Increase diversity	
Other	AP Conference	Enhance (1) publicity, (2) practitioners, (3) AP	Encourage & empower volunteerism

ADMINISTRATIVE COMMITTEE: (John Morecroft) John reported that he has recently taken over as chair from Peter Milling. He explained that his impression of the role of the committee is to serve as an advisory board for the home office and to provide continuity to the Society. The Society itself is a network of organizations whose job is to create space and time for system dynamics, one that is a blend of professionals and volunteers.

DIVERSITY AD HOC COMMITTEE: (Inge Bleijenbergh) We are diverse, but could be more. Statistics are in the report. The Policy Council has previously asked Peter and Inge to serve as resources to whom individuals to report concerns of a confidential matter, such as instances of misconduct. We may need to consider developing a code of conduct.

FINANCE: (David Anderson) The Society is a bundle of semi-independent activities. We collect dues and conduct conferences. We also sell products. We now also have assets to support current operations. Operations contributed about \$2K in surplus. The rest of net income of \$167K is from performance of our assets. For example, we have designated about \$400K for which investment earnings are targeted for initiatives to support the growth of the field.

CONFERENCES: (Len Malczynski) Len reported as VP Meetings and also folded in his report as Chair of the Society Program Oversight Committee (SPOC). We need to actively recruit new sites for conferences. Survey results typically show that conference logistics and conference quality are issues. We discussed the plans for rotation of conferences according to our default schedule. Len said he would encourage Latvia to propose for 2018.

MEMBERSHIP: (Etiënne Rouwette) Etiënne referred us to the online summary. We discussed ideas for how to capture student members to renew, such as reduced dues, targeted programming, special student spots, student chapters, and help with transitions to employment related to SD.

PUBLICATIONS: (George Richardson) George reported as VP of Publications, including input from Rogelio Oliva, Editor in Chief of the System Dynamics Review, and as Chair of the Publications Committee. We have a double issue coming up. The rate of submissions has been holding steady, but acceptance rates are lower. The format of the *Review* will change; we will go back to the wide margins as in original design. The goal is for each issue to have 4 quality research papers plus 1 1/2 Notes and Insights. We want to expand use of Notes and Insights.

Graham Russel from Wiley wants us to know about an experiment Wiley is beginning that will offer an option to look at html versions of papers.

Bob and Len worked with George to help draft a proposal for conference proceedings, which is posted on line for all to review. In essence, the proposal suggests that conference proceedings contain only a subset of papers accepted for presentation at the conference, selected by the Thread Chairs and Program Chairs. The proposal outlines the logic and invites comments.

CHAPTERS: (Martin Schaffernicht) The South Africa Chapter has formed. It seems that communications with Korea chapter are incomplete. The Asia-Pacific Conference was successful. Martin wants to prioritize India, Russia, and Australasia for support and growth.

E-PRESENCE (Bob Eberlein) We have made some changes to web portal, and they worked well for the Asia-Pacific Conference. We are working on a shopping cart for the site. It has been a busy time recently, but mostly for behind the scenes activities.

PROF PRACTICE AND MARKETING: Discussion was deferred to the Discussion Items section to follow.

III) Discussion Items

A) Potential practitioner initiatives

Ken described some challenges in meeting the objective of increasing the quality and quantity of professional practitioners:

- Too few visible, inspiring examples of successful applications of system dynamics

- Too few visible career opportunities for people interested in SD careers

- Need for training and mentoring, takes some time to develop professional modeler and understanding of modeling business

- Identify and connect people with commercially important projects

David asked what activities might be undertaken and how much would they cost.

Fred Kautz, head of the Business SIG, reported on 5 areas.

- 1, 2 . Case studies and success stories: Fred suggested the need for corporate memberships, as a path to the internal champion.

3. System dynamics file exchange - a platform that can be hosted by a third party

4. Corporate memberships

5. Customer relationship management - we need a platform to facilitate leveraging relationships.

Leverage Networks - with some of the assets of Pegasus Communications, is going to market the field. There are four initiatives as part of their current strategy:

1. Knowledge base

2. Market place

3. Event calendar

4. Learning communities

Discussion continued, with strong support and encouragement for many of the ideas and directions.

B) Publicity initiatives: Peter Hovmand

We are concentrating on improving perceptions of system dynamics: Highlight good work, remove work that is not enhancing the Society, get rid of misperceptions, try to understand what are some of the misperceptions.

Other suggestions included telling stories, improving regional communication, conducting global professional communication, and improving connections between networks.

There may be some value in engaging outside help from a professional branding firm. However, at present, we are not sure what to ask them to do.

We should consider asking about memberships in other organizations as part of our membership signup process. Such data could be useful to inform discussions about other societies and conferences to consider partnering with.

Peter will create a list of possible actions and review with other VPs that might be affected.

C) Asia-Pacific Expansion: David Andersen, Martin Schaffernicht, Bob Eberlein

David stated that he believes that developing conferences on the Pacific Rim on an ongoing basis has great potential. The Asia-Pacific Conference in February was a strong success on many dimensions. Thanks to all who were involved! George added that he was pleased that papers represented people from a range of places. There were some places, e.g., Korea, that were not represented, and it may be that there were calendar conflicts. There were strong plenary talks with presenters from around the world.

Perhaps we should pilot electronic presence. David suggested that the 2016 winter meeting of the Policy Council would be a good opportunity to experiment with the idea.

Roberta suggested that we hold the Summer Administrative Committee meeting in advance of the Summer PC Meeting using GoToMeeting. We will do this.

IV) Motions to be voted on electronically

These "pre-motions" are open for discussion. The full text of proposed pre-motions appear in the Policy Council Forum. Voting on the motions will be required by the Policy Council. This electronic discussion period allocates time for "conversation" similar to the exchange of ideas during a meeting. It allows for reflection and a simple way to converge on a correct motion before it becomes a "formal" motion that will be put to a proper vote. Motions can be amended (friendly amendment) providing there are no objections. Motions can be withdrawn if agreed by both proposer and seconder, also providing there are no objections. It would be as if the motion was never made. The motions are listed briefly below but will be presented with full details on the Policy Council Menu page.

- A) Correct appointment dates for Secretary Brad Morrison: The PC voted on and approved Brad Morrison as Secretary for 2015-2017, but the term is only two years. The motion will correct the appointment to be Secretary: Brad Morrison (2015-2016)
- B) Minutes of the 2013 Summer Policy Council Meeting in Cambridge, Massachusetts, USA. The motion will be to accept the minutes as posted on the Society web site.
- C) Appointment of 2015 Conference Program Chairs

The in person meeting was adjourned at 4:10 pm.

Recorded by Secretary Brad Morrison.